



Golden Fish

Property Development Made Easy

12 Step Blueprint... Property Development Made Easy

By Con Nichols

STEP 1: Getting Started In a Property Development

There are number of things you must take care of BEFORE you even think about getting started on a live project.

So here's what you need to know to start with...

- Is now a good time to develop? You bet! Here's why this is a GREAT time to get started in property development...and why so-called "boom" periods are not always the best times for serious property developers
- The 2 key skills you will need to guarantee your property development success
- The 2 essential ingredients necessary for property development success. You might not have both and it's not enough to only have one
- What you need to be successful as a developer. It's not fancy qualifications or a ton of money behind you. There are 8 key skills that anyone can develop with the right help
- WARNING! There are different ways to organise your property development business and a poor choice may cost you dearly. This is a crucial step and many first time developers get it completely wrong

...and MUCH more (including how the property cycle works and when you'll find the most attractive opportunities).

Next let's take a look at the "Big Picture"...

LET'S GET STARTED

STEP 2: The Property Development Process And

The Property Development Team

In this section we start to get into the specific steps to successful property development. First up you'll get an overall picture of the property development process and learn more about the 9 major steps involved from start to finish.

You'll discover that at its simplest, successful property development is all about just TWO functions...managing people and managing processes.

A large part of your success will be due to selecting the right team and managing them effectively.

You'll discover...

- Why hiring the right property professionals is not only essential but an INCREDIBLE BARGAIN! It might seem crazy...but these highly qualified and experienced people will be eager and delighted to work with you
- Proven strategies for finding the right people and putting together your own "Dream Team"

With the foundations in place, let's get started on...



STEP 3: Finding The Right Development Site

Once you're properly prepared, the next step is finding a suitable site. This is a **CRITICAL** step. Again, there are traps for the unwary. In this section you'll discover...

- What features a site **MUST** have to make it attractive for you so that you don't end up wasting time and money
- How to go about deciding on your patch (where you will be looking for a deal)
- 7 ways to uncover your property development opportunity gem
- How to get the most from your contacts with real estate agents (it's not hard but most people never bother to do this)
- The secrets to finding attractive sites before they ever come onto the market. Here are the 4 key ways to uncover the hidden gems that could make you a fortune
- 18 must ask questions for the seller or real estate agent to guarantee you get to the core truth of any property for sale and not waste your time on the duds

...PLUS your 10 step action plan to finding an attractive site that will make you money.

With this first step completed it's time to **LOOK AT THE NUMBERS...**



STEP 4: Financial Feasibility Analysis

If there's one area where rookie property developers trip up (even those with some experience) it's in this critical stage of the financial feasibility analysis. In other words – crunching the numbers.

In a nutshell, the financial feasibility analysis is where you'll discover if a project is worth doing or not. Whether there's enough profit in the deal or whether you should move on and look at something else.

And remember, the name of the game is making money...lots of it.

Now, even though we'll be dealing with numbers, there is no need to be alarmed! You don't have to be a rocket scientist to get this right. In fact the level of mathematics is year 3. In fact nothing more than addition, subtraction, multiplication and division. Remember, I'm a high school dropout. What you do need is some common sense and to understand a few important numbers.

What we're really looking at is how much money we can bank at the end of the day, compared to the total cost. Pretty simple, when you follow my formula.

Here's what you will discover...

- 2 software programs to take most of the hard work and headache out of the analysis so you can focus on what's really important instead of having to struggle with crunching numbers
- A simple analysis template you can use for most projects, especially when you're getting started
- The types of income and costs to include in the analysis and the right way to calculate the figures
- An insider's tip on what to assume about sales prices (this will help avoid unpleasant surprises)
- All the different costs you MUST take into account. WARNING! There are many seemingly small items that are often overlooked but that can add up to a significant amount

When you've put together all the numbers, you'll need to make sense of them all. Here's what to look for in your financial feasibility analysis to confidently decide if the project is a "Go" or not...

...PLUS there's a simple guide where you can work through an analysis yourself. You'll be completely clear on what to do and confident that you can handle this all-important part of property development.

Next...

STEP 5: Due Diligence And Purchasing A Site

Now that you've found a site with potential and that can be developed profitably you're probably raring to go and secure your site.

But before committing to a deal, it's essential to carry out what's called "Due diligence". That means digging a little deeper to uncover potential risks that could derail your project.

The Financial Feasibility Analysis you learned about in the previous section is the first part of the due diligence.....

Here's what else you need to cover.

- The 3 areas of due diligence investigation and the experts who can help you with each one
- The 17 essential steps for accurate due diligence. Don't miss any or it could hurt you big-time
- The 3 items you must tick first before proceeding further – or you'll just be wasting your time

...PLUS

the simple internet tools you should use to complete your due diligence from the comfort of your armchair.

Once you've completed your due diligence and there are no "Red Flags" it's time to secure the site.

That involves both legal aspects and financing the deal. You'll discover what a property developer needs to know about contracts and how to protect yourself against unpleasant surprises.

Also...the Special Conditions commonly used when purchasing a development site. What they are and how you can use them to your benefit.

Moving on...

STEP 6: Development Finance

Before signing on the dotted line for the site you've selected, you will need to have funding lined up for your project.

There are two types of finance here – one to buy the property and a slightly different kind to get the project financed once you have the approvals. You need to get this right.

You might think that it's going to be very difficult...I understand because that's how I felt many years back before I got my first project under my belt.

But follow my system and you will be able to get the funds you need.

Understand that this is one of the 2 critical areas that are least understood by developers (I'll come to the other one shortly)...
...and that can make the difference between huge profits and only getting a pittance.

In this section I'll be sharing with you the secrets to getting the right kind of financing and on the most advantageous terms.

The kind of financing you'll master here is generally called Development Finance.

As a property investor when the development is complete and you want to hold some of what you have developed you'll also make use of what's known as Retail Finance...but we'll cover that in a later section.

Next...



STEP 7: Valuations

I mentioned earlier that there are two areas where developers tend to trip up. The first is financing and the second is the related area of valuation.

And the two are linked because the amount a lender will provide is related to the valuation.

Now the valuation is, as you might expect, the amount an independent expert (no surprise that they are known the "Valuer") reckons a property or development is worth.

And because with a property development we're dealing with something that doesn't yet exist ...

...there can be significant differences in valuations.

A lower than expected valuation can cause you BIG PROBLEMS.

But you won't have to worry much about that when you follow my simple guidelines...

- How lenders approach the valuation process and the secret to making sure the valuation is in line with what you expect and need
- 9 questions to ask any valuer before choosing one to work with you
- How to virtually guarantee a favourable valuation (completely legally and ethically)
- How the valuation process actually works and how professional developers work with valuers to achieve a "Win" for everyone involved
- Valuation methods and how valuers come up with their results. When you know this you'll avoid unpleasant surprises and also how you can make sure the valuation is in line with what you expect

PLUS in the support manual you'll find examples of valuation reports so that the whole process is crystal clear.

With that hurdle out of the way, let's move on to...



STEP 8: Design

FACT: Appealing, cost effective design will add plenty to your bottom line profit.

But remember, what counts is what your target market finds attractive. All too many rookie developers build according to their own ideas of taste and style and then wonder why they end up stuck with properties nobody wants!

The good news is that there are some simple principles you can follow and a good architect will do the hard work for you.

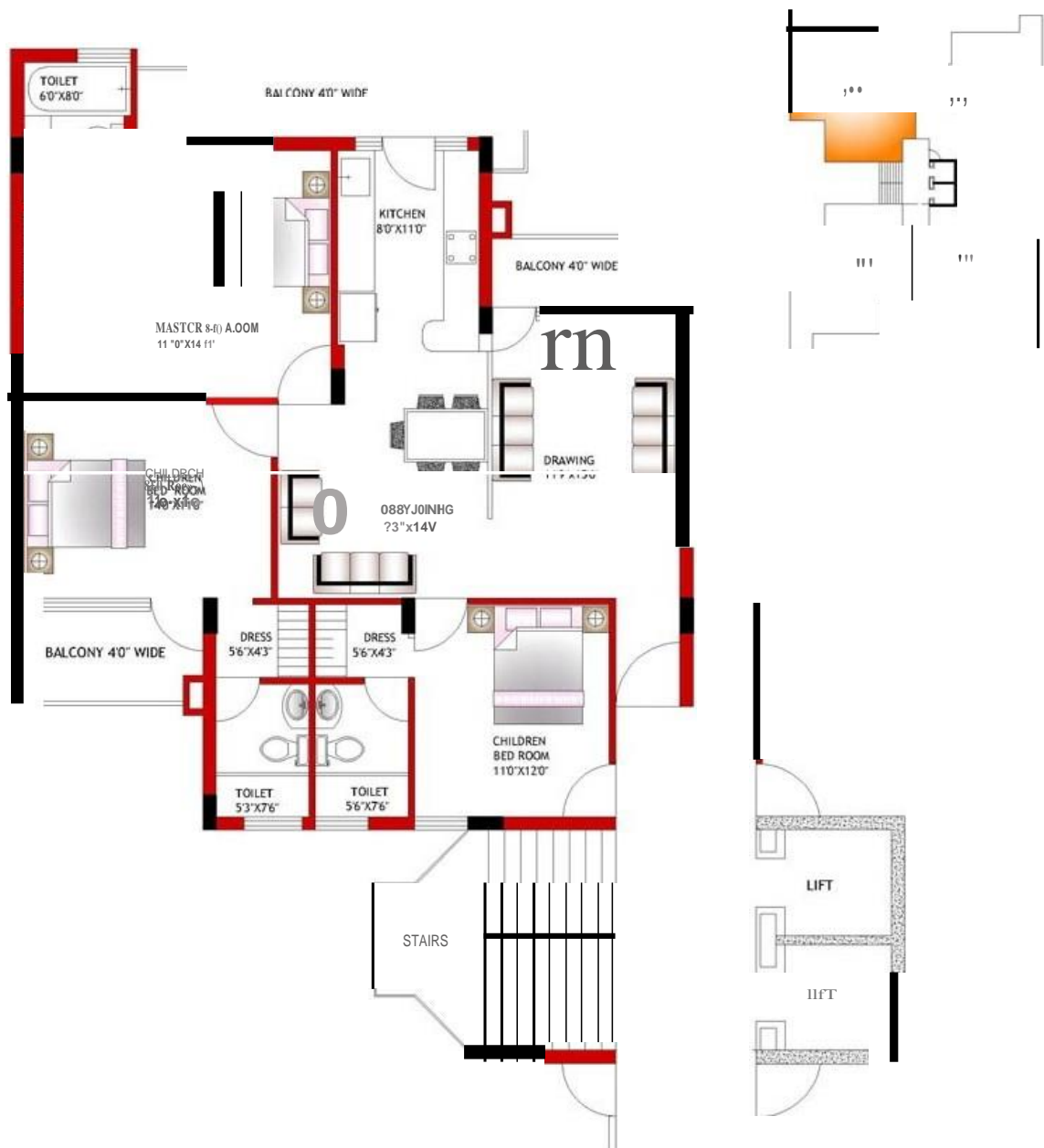
Discover...

- How to find the right architect or building designer. Here's how I work "behind the scenes" to find the right person for the job
- Fundamental design principles and how to know what will really add value to your development and what is merely a passing fad
- WARNING! Avoid these 7 common design blunders that will cost you money
- The "Golden Rule" to follow before engaging an architect
- 7 questions you MUST answer about your local market before starting any design work

...and MUCH more (including 6 cost saving design tips that will save money without compromising on quality or appeal).

Good design will make all the difference to the success of your property development. Follow my guidelines and buyers will love what you have to offer.

Now let's tackle...



TYPICAL FLOOR PLAN

(First to Seventh Floor Plan, Ground Floor Stilt Parking)
SUPER AREA 1850 SFT

STEP 9: Local Authority Permits

If you're new to property development you may well have some dread of having to deal with local councils.

You may have heard stories of how developments have been held up for long periods of time.

But in my experience it's usually because the developer has made mistakes that could easily have been avoided.

Follow my guidelines and you'll get the permits you need with the minimum amount of fuss or delay.

- You will need 2 types of permits (development and building permits).
Here's what you need to know about each one.
- The 2 aspects to getting a development permit and the professionals who will help you in making a successful application
- The trick to avoiding problems with local authorities and some shortcuts that may save you considerable time.
- What local authorities generally look for when they assess an application.
Here's how to make sure you don't run into trouble while getting the best result for yourself
- 5 types of Special Reports a local authority may require and how to avoid needless expense with these
- The key consultant to work with to get your building permit and some traps to avoid

...PLUS what to do if your development permit has conditions attached that you don't like.

Follow my recommendations and you'll avoid needless problems with local authorities. In fact, you might be pleasantly surprised at how helpful a local council can be when you work with them the right way.

Next we come to a VERY important step...

STEP 10: Marketing

You bank your profits in development either when you've sold the property or refinanced the stock you intend to hold yourself.

So marketing your development is an essential part of the pathway to profits. Smart developers don't wait until the project is complete before starting to market the project. As you'll discover there are numerous advantages when you do this.

- Secrets of marketing for real estate developers. It's not just about promotion and sales. Apply these strategies and you'll leave your competitors wondering why there's such hot demand for your developments
- The differences between investors and owner occupiers and how best to appeal to these different groups
- The right and the wrong way to use marketers and real estate agents to sell your property.
- When it's the right strategy to sell your property yourself and the pitfalls to avoid
- The secrets to promoting property successfully and how to get the most from your advertising budget
- The art and science of presales (this can make all the difference to the success of a project)
- How to use property reports effectively so that you get top dollar for your developments

...and much more (for example when to use rental guarantees and the right way to use this tactic).

Follow these principles and you'll have no trouble converting your property development into CASH IN THE BANK.

Let's move on to...



STEP 11: Construction And Project Management

Now we come to the actual construction and building of your development. If you've followed the blueprint up until this point, most of the hard work has already been done.

REMEMBER...

you don't have to be an expert builder yourself. Simply make sure you hire the right builder (as I explain) and this stage should not require too much of your time.

Here's how to go about this the right way...

- Understanding the basics of building construction is important. Here's a quick and easy way to know everything you need to know
- The 6 most common types of construction contracts and how to choose the one that's right for your development
- How to manage payments and your cash flow during construction and avoid rip-offs
- What to do to keep the project on track and make sure the work performed is in accordance with the plans
- How to keep costly changes (known as "Variations") to a minimum. Inexperienced developers often end up with huge extra bills
- Your legal rights and making sure you get what you paid for from builders
- What you need to know about insurance and protecting your investment
- How to select the right building contractor. This is one of the most important decisions you will have to make. These tips will give you the knowledge and confidence to choose wisely
- When tendering for a contractor makes sense and how to get the best results
- The ideal situation for a property developer is to have a close relationship with a small number of reliable building contractors. Here's how you can build your own trusted network and reap big benefits upfront and long term

- It's vital that you keep good records during construction. Here's a simple way to stay organised and make sure you don't miss anything important

Practical Completion is reached when the builder has completed everything required under the building contract.

Then you or your hired expert will conduct an inspection and note any defects that must be corrected.

Once any defects are taken care of, you are ready for...



STEP 12: Settlement And Final Tips

Once construction is complete you're almost home. But before you can collect your profits there's one final stage to complete – SETTLEMENT.

Settlement involves completing all the final paperwork and inspections so that you have recognised ownership and can on sell your completed development.

It's important that this goes smoothly because the sooner settlement is complete, the sooner the cash will be in your bank account.

Every day that settlement is delayed could be costing you hundreds, even thousands of dollars. So it's important to get this right.

It's IMPORTANT that you get this final step right. After all the previous hard work leading up to this point, I'd hate for you to trip up at the final hurdle. So follow the blueprint, complete all the steps I've laid out for you and you can be confident about your success.



These 12 steps complete the Blueprint....Property Development Made Easy

...and understanding these steps makes up the essential core of the Full Day LIVE MASTER CLASS....

But there is MUCH MORE...and here are FIVE MORE REASONS why you'll want to join me at the Property Development Master Class...

REASON #1: You get to see and spend time with me. I LOVE these events and the opportunity to get to meet people like you.

REASON #2: You'll get my latest and most up-to-date tips and ideas. I update the "Property Development Master Class" regularly, but of course new material is always coming up.

REASON #3: You'll have plenty of opportunities to ask questions and tap into my knowledge and experience. Maybe you have one burning question you need answered.

A single question that's been bugging you and perhaps stopped you from moving forward. Well, at the live Master Class you can finally break through these kinds of barriers to your success.

REASON #4: You get to meet and spend time with other like-minded people, make new friends and forge lasting connections. Many people make alliances, strike up partnerships and end up working together on deals together after meeting at one of my live events.

REASON #5: It's FUN and, frankly, a relief to spend time with people who share your excitement and enthusiasm for property development. Look, often our friends and family are not very supportive of our dreams and goals.

They might think we're a little bit crazy, even deluded. They don't mean to be discouraging...but that's how it turns out. So when you come to one of my Master Classes you get to RECHARGE your batteries and remind yourself of your dreams and goals...among friends who are on your side.

Perhaps the BEST REASON is that the full day together will put you on the FAST TRACK to success in property development.

So for all those reasons you will want to RSVP as soon as possible to your special VIP INVITATION and join me at the first opportunity.

And when you join me you also get access to my professional team to assist you with your future property development...

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